THESE BROADCASTERS HAVE BEEN RETAINED BY WMUA IN ANTICIPATION OF THE POSSIBILITY OF OUR POWER INCREASE. THEY HAVE BEEN RETAINED NOW TO SHOW OUR DESIRE AND WILLINGNESS TO HANDLE THE ADDED RESPONSIBILITY BROUGHT ABOUT BY AN INCREASE IN POWER. WMUA FEELS THAT THEY WILL BE AN INVALUABLE AID, IN ADDITION TO OUR REGULAR ELECTED FACULTY ADVISORS, REGARDLESS OF WHAT POWER WE ARE.

WMUA

WMUA CONSULTING ADVISORS

In an attempt to fulfill the additional responsibilities created by an increase in power and coverage area, WMUA has engaged the services of the following professional broadcasters:

EDUCATIONAL PROGRAMMING

Dave Maynard
Dave is a highly respected broadcaster associated with WBZ BOSTON. Dave has also had experience with WBUR and WLRS, educational facilities at Boston University and Emerson College respectively, both in BOSTON.

PROBLEMS IN FM BROADCASTING

Willis Duff
Willis has spent a great deal of time with the problems of fm broadcasting. He recently left WHDH AM-FM BOSTON, where he was director of radio, to become Vice President and General Manager of KSAN, Metromedia's SAN FRANCISCO fm operation.

GENERAL PROGRAMMING ADVICE

Robert Henabery
Bob is known nationally for his programming consultant work. At one time Bob was Program Director of WNAC/GRKO BOSTON and is now Vice President in charge of all of the AMERICAN BROADCASTING COMPANY'S owned and operated stations.

NEWS AND PUBLIC AFFAIRS

Palmer Payne
Palmer is a highly respected newsman. He has been associated with WCOP and WNAC/GRKO BOSTON and is currently with WCBS radio in NEW YORK.

CONTEMPORARY PROGRAMMING

Chuck Knapp
Chuck has been a consulting advisor for WMUA since January of 1968. He is currently with WIXY CLEVELAND and has the distinction of being the only BOSTON disc jockey to consistantly beat the Red Sox in ratings during their 1967 pennant drive, when Chuck was associated with GRKO BOSTON. Chuck's continuing help has enabled WMUA to improve its contemporary programming to a standard and quality far above many commercial radio stations and most college radio stations in the country.

*as of this printing, Dave Maynard, Robert Henabery, and Palmer Payne have agreed to act as consulting advisors subject to the approval of their respective stations

The above mentioned people have agreed to advise WMUA on matters pertaining to their respective fields. They are not responsible for decisions ultimately made by WMUA station management.

DEAN OF STUDENTS
MAY 23 '69